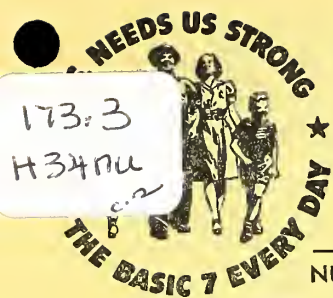


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NUTRITION

U. S. DEPARTMENT OF AGRICULTURE

Published Monthly by the
Production and Marketing Administration
With the Approval of the Director, Bureau of the Budget

News Letter

NUMBER 76

WASHINGTON, D. C.

NOVEMBER 1948

WEST VIRGINIA GOOD BREAKFAST PROGRAM IS RESULT OF COOPERATION AND COORDINATION

Because the Interdepartmental Nutrition Planning Committee is interested in the teamwork and methods used to organize the Good Breakfast Program of the West Virginia Nutrition Committee (see NNL for February, May, and October 1948), it invited the members of that committee to a meeting to discuss the program first-hand. This Good Breakfast Program is outstanding because it is organized and planned to get maximum citizen participation and responsibility and to give opportunity to all agencies concerned with nutrition to take part and cooperate in it. The interim report of the program covering activities through December 1947 was sent State chairmen in May. A few copies are still available for distribution.

On September 8 nine members of the West Virginia Nutrition Committee came to Washington and outlined their program to the members and guests of the Interdepartmental Nutrition Planning Committee. Members of the staff of the Cereal Institute who had cooperated in the West Virginia program also attended the meeting. The morning session was devoted to reports of various phases and the afternoon to an appraisal of the program as far as it has gone.

The West Virginia representatives sketched briefly the early history of the committee and said that the Good Breakfast Program was chosen for major emphasis because a survey made in 1944 showed that only a small percentage of school children were eating a good breakfast. At the outset the committee decided that it wanted a long-time educational program rather than a short campaign.

In planning the program, the committee realized that by itself it could not

The October issue of NNL should have been Number 75 instead of 74 as printed.

reach many people; it could only sponsor such a program and solicit the cooperation of others. At least 70 civic, religious, and business organizations were invited to cooperate, as well as professional groups. Educational materials were secured from governmental and commercial organizations and distributed to those participating. The Cereal Institute assisted in various ways.

Committee members stressed the need for publicity and the importance of showman-

NUTRITION PLANNING COMMITTEE NOTES

To inform members of State and local committees about what is being done on the Federal level, the Interdepartmental Nutrition Planning Committee will give brief high lights of its activities in a "box" in the NNL from time to time. Thinking your first question will be "who," we are starting with a list of members of the committee.

FEDERAL SECURITY AGENCY

Dr. Harold Sandstead, Public Health Service

Miss Marjorie Heseltine, Children's Bureau

Miss Ata Lee, Office of Education

U. S. DEPARTMENT OF AGRICULTURE

Miss Gertrude Drinker, Farmers Home Administration

Miss Florence Hall, Extension Service

Dr. Esther Phipard, Bureau of Human Nutrition and Home Economics

M. L. Wilson, Nutrition Programs

THE AMERICAN RED CROSS

Miss Pauline Murrah, Nutrition Service

The committee meets monthly to discuss current problems and exchange information. The September meeting was devoted to a report on the West Virginia Good Breakfast Program which is described on this page.

Esther F. Phipard

Esther F. Phipard, Chairman

ship in a program of this kind. Through Good Breakfasts attended by prominent people in nine key cities, and through radio and newspaper stories, the program was dramatized and publicized throughout the State. Some of the devices used by the committee to promote good breakfasts are outlined in the previous NNL items and in the committee's report.

Chairmen of city committees said that their first task had been to select committee members from key organizations, such as the medical association; home economics teachers and school officials; restaurant, dairy, bakers, and grocers associations; electric power companies; newspapers, radio stations, and Boy Scouts. These members not only carried the story to their own groups but to parent-teacher associations, chambers of commerce and other clubs, employers, and people interested in welfare work.

When the West Virginia committee was asked if they felt the results justified the time and effort expended, Chairman Eloise Cofer replied that this program gives the committee a definite objective which is necessary for effective work. It not only creates an interest in good breakfasts throughout the State but it knits the members of the nutrition committee more closely together. It also keeps the county committees interested. A member pointed out that through this program many divergent groups—medical, educational, civic, and commercial—discovered a common interest. These groups found ways to work together and derive satisfaction and benefits from it. Nutrition is a practical problem that brings together people concerned with food and health to their mutual advantage.

The program is continuing. The committee will follow up its work through individual organizations in order to reach all the people in West Virginia.

ALABAMA MOVES AHEAD ON CORN ENRICHMENT

In September, 39 counties in Alabama were enriching corn meal with 343 grist-mills cooperating.

HOW SHOULD NUTRITION GROUPS BE ORGANIZED?

In the 3 years that have passed since the Federal wartime nutrition program was curtailed and the employment of executive secretaries discontinued, nutrition committees in most States have developed long-range plans to meet peacetime problems and have adapted their organizations to fit the new situation.

The need for coordination is as great as ever. Dr. H. B. Kruse of the Milbank

Memorial Fund, at a meeting of the Connecticut Nutrition Council last year, discussed the organization of nutrition committees. He started with the question "Who has an interest in nutrition?" He went on to say "Nutrition is unique. Unlike most other sciences, many forces influence it; in turn, it influences every living being, and many of his activities. It bears upon the demand for food, price, physical activity, health, longevity, and mortality rate. It cuts across every other medical science, and mingles with agriculture, economics, sociology, and political science. The many groups having a stake in nutrition, arising out of the many aspects of the subject, can be harnessed for effective common achievement only through organization."

Among the many groups "harnessed" through nutrition committees are the State departments of health, education, public welfare; the extension services; experiment stations, colleges, and universities, including teacher-training, dental, and medical schools; professional associations, such as the State medical society, dental society, home economics, nurses, and dietetics associations; such organizations as Federation of Women's Clubs, Congress of Parents and Teachers, Tuberculosis Association, Home Bureau Federation, American Red Cross; as well as such commercial groups as the restaurant, trade, and grocers associations, and various unions.

While the composition of nutrition committees varies from State to State, most committees either have enlarged or are enlarging their membership to include as wide representation as possible of the agencies in their States interested in the application of nutrition. By bringing together persons of varied experience who view the problems of nutrition from different angles—health, agriculture, labor, economics, social welfare—an effective program covering the whole field may be developed.

Many State committees or councils have adopted constitutions that provide for a forward, definite program of cooperation and coordination of nutrition activities of all groups. The one recently adopted in Missouri is described in this issue under News of State Committees. Others have been included in previous issues.

Most constitutions provide for annual or biennial election of officers with the chairmanship rotating among the members. Subcommittees are set up according to the size and complexity of the organization

fit the program planned. Activities are financed in various ways—through dues from members, grants from interested organizations, or contributions of funds, facilities, or services from agencies represented on the committee.

If you are interested in reviving or in organizing a nutrition committee in your area, you may want a copy of "Democracy Means All of Us; How Communities Can Organize To Study and Meet Community Needs With Special Suggestions for Developing Nutrition Programs in Wartime." Although this publication was written during the war, many of the principles and suggestions it contains are adaptable to long-range programs. Only a few copies are available but for as long as they last, you can get one by writing PMA Information Branch, USDA, Washington 25, D. C.

NEWS OF STATE COMMITTEES

MISSOURI.—The newly adopted constitution of the Missouri Nutrition Council, which was mentioned in the August NNL, sets up the following objectives:

1. To coordinate interests and activities concerned with nutrition and health.
2. To be a consultant group to organizations within the State and to aid in disseminating information about foods, food production, and nutrition research.
3. To seek cooperation and group thinking on programs and needs as developed in the community, State, Nation, and world.
4. To stimulate and encourage workshops and forums on nutrition.
5. To keep high-school and college students informed of opportunities in the nutrition field; and to develop opportunities for field work and apprenticeships.

Officers are elected for a 2-year term; and no officer is to hold office for more than two consecutive terms. The secretary and treasurer are to be chosen one year and the chairman, vice chairman, and assistant secretary the alternate year in order to avoid having all new officers at one time.

Five subcommittees, composed of (a) community nutritionists; (b) home demonstration agents and 4-H club agents; (c) home service departments of public utilities; (d) schools, colleges, and universities; and (e) persons in active food service, represent specific interests of their groups and serve as a liaison between them and the council. These subcommittees will elect their own chairmen.

The chairman of the council will appoint chairmen for the three standing committees—publicity, speakers bureau, and membership.

The executive committee shall consist of the officers and chairmen of the subcommittees and standing committees. The executive committee will formulate the policies and direct the efforts of the council.

NEW HAMPSHIRE.—The Second School Lunch Workshop sponsored by the New Hampshire State Board of Education was held in Durham August 24-26 with the cooperation of the Extension Service, the University of New Hampshire, the USDA Area Office, and commercial interests. The most successful features of last year's workshop (see November 1947 NNL) were used as a basis for planning this one.

Morning sessions were devoted to talks covering such subjects as "Responsibility of School Lunch Personnel in Nutrition and Food Habits of Children," "Large Quantity Cookery," "The Question Box," and "Dressing Up Quick Breads." Movies and demonstrations of methods and equipment added interest.

Special features were arranged for afternoons. In group meetings the members discussed rural lunch, elementary school, managers, planning and buying, records and accounts, and parochial school lunches. One afternoon the group visited seven schools representing grade, junior high, and high schools to see their programs. A panel composed of the superintendent of schools and representatives of the Extension Service, State Department of Health, commercial concerns, and the PTA considered the subject "I Can Help You." At the banquet Mrs. Margaret Morris of the USDA School Lunch Section spoke on "School Lunches and the Community."

NEW JERSEY.—The annual school lunch conference held September 25 in New Brunswick stressed practical aspects of school lunch management. Under the title "Manage Well and Live Happier" a panel discussed personnel policies, State labor laws and student workers, and financing the school lunch. A dramatization entitled "Records and Simplified Accounting" presented this side of the work.

Talks on "Merchandising Nutrition to the School Child" and "Let the Public Know" brought out educational phases of the school lunch; Mrs. Margaret Morris of the USDA School Lunch Division spoke on "Feeding the Nation's School Children." A play by the Alfred Reed School was entitled "Six Stars of the School Lunch Program." Exhibits and a salad demonstration also proved of interest.

The New Jersey legislature has recently

enacted a law which permits the sale of colored margarine.

Marie Doermann, formerly chairman of the State Nutrition Committee, was granted leave of absence for a year to work with the Food and Agriculture Organization under the military government in Germany. She will help establish home economics extension work in the area around Stuttgart.

SOUTH CAROLINA.—At its August 26 meeting the State Nutrition Committee endorsed unanimously the program to make school lunches available to all school children in South Carolina. The problems to be overcome are (1) only one-third of the schools have access to locally produced milk, (2) how to reach all children in the State, and (3) canteens draining the children's money for soft drinks instead of nutritious food. Intensive training sessions of 3 to 4 days each are being conducted regularly for people working on school lunch.

For the third consecutive year, the committee decided to participate in the Welfare Workers Institute by sponsoring a 1-day nutrition study group.

After Dr. E. J. Lease described the corn-meal enrichment program the committee voted to request the South Carolina General Assembly to amend the present corn enrichment law so as to require that all corn meal and grits sold within the State be enriched.

The committee authorized its planning committee to recommend a plan whereby nutrition information could be taken through suitable agencies and means to young homemakers in the city.

J. C. Leukhardt, assistant chief of Nutrition Programs, Washington, D. C., discussed the work of State committees in relation to national nutrition objectives. Chairman Watkins stressed that the South Carolina Nutrition Committee is not an "agency" but a forum for discussion and for development of group programs.

About 30 members attended this meeting at Clemson College, held as part of "Farmers' Week."

NEVADA.—The State School Lunch Supervisor conducted a workshop for school lunch cooks last August at the University of Nevada, Mrs. Christie T. Corbett, chairman of the Nevada State Nutrition Committee, reports. Among those assisting were workers from the Extension Division and the university as well as school lunch officers.

They aided the cooks in planning lunch

menus and showed them how to use dried milk, eggs, and fruits and fresh vegetables. Using the type A lunch they prepared as an example, they explained how the meal furnished one-third or more of the child's daily need, with the exception of vitamins C and D.

Sanitary dishwashing and food handling were demonstrated by the State sanitary engineer, as was grading school lunch-room equipment.

Before the close of the workshop, the cooks set up their objectives for the year, giving each one present an opportunity to participate in forming policies.

NEW MATERIALS

"Chicken in the Freezer" (AIS-74, 1948), an illustrated folder prepared in BHNHE, gives directions for freezing stewing and younger birds.

A new color chart "Know the Eggs You Buy," issued by PMA, features three consumer guides for buying eggs—read the label, consider weight, and consider quality. A copy of the smaller size has been sent you. It is also printed in a larger size intended for wall posting.

Both of these publications are available free from PMA Information Branch, USDA, Washington 25, D. C.

The second edition of "Approved Films on Food and Nutrition" prepared by the New York City Food and Nutrition Committee reviews 99 films with suggestions for appropriate use. It may be obtained for 75 cents a copy from the Health Council of Greater New York, 137 Centre Street, New York 13, N. Y.

Sincerely yours,



M. L. Wilson, Chief
Nutrition Programs



W. H. Sebrell, Consultant